



# Montana Census 2020

## Communication Implementation Plan

### Update for Dec 2019



#### MT State CCC Economic Development and Business Subcommittee

MT 2020 State CCC members and partners, the CEIC staff want to provide to each of you a progress report on the implementation plans with each of you as we continue with the Education Phase (August 2019 through February 2020) in our 2020 Census efforts.

#### COMPLETED

Desired Actions	Status
Activity: Provide two communications to business associations, economic developers, business owners, and utilities. Communications to include newsletter, brochures, SWAG, presentations	<ul style="list-style-type: none"><li>Established weekly newsletter that is sent to more than 2,000 contacts including MT Chamber list, MEDA members, business and utilities.</li><li>Created flyers including a specific flyer for Business &amp; Economic Development which can be downloaded the <a href="https://www.census.gov">CENSUS.MT.GOV</a> website (Resources Tab)</li><li>Purchased MT 2020 Census / MT 2020 Census Tribal SWAG including magnets, stickers, banners, window clings, and table runners. Kits are being distributed to the 106 Complete Count Committees now established across Montana.</li><li>Released and are updating Montana Census 2020 <a href="https://www.facebook.com/MontanaCensus2020/">https://www.facebook.com/MontanaCensus2020/</a> which includes regular posts that you can repost.</li></ul>
Activity: Educate community members of the importance of census	<ul style="list-style-type: none"><li>Created three educational videos on Census (Importance to MT, About the Census, Hard-to-Count Populations) to start airing in January. The "Counting all Montanans in the 2020 Census" video features a trades woman. All feature funding for infrastructure.</li><li>A second video is completed showing individuals filling out the form to start airing in March which includes a veteran and highlights funding for infrastructure.</li></ul>
Activity: Present on Census at meetings to target audiences	CEIC staff have conducted 61 presentations to date including many to key business groups: MEDA, MACO, League of Cities & Towns, Innovate Symposium, NADC, SBA, Chamber Executives, Billings Chamber Board, Hometown Helena, Helena Rotary, Helena Kiwanis, City Club in Missoula, MT Health Cooperatives, Opportunity Link
Activity: Example of federal funding by area based on Census data	Flyers updated to include specific dollars allocated to Montana in FY2016 based on Census Data.
Activity: Reach out to utilities to include Census messaging in newsletters / invoices	Contacted major utilities. The following utilities are providing / have agreed to provide messaging MDU, Northwestern Energy, Electrical Coop Association.

## TO DOS

### **MT 2020 CCC Members To Dos to Each Target Audience (Business Associations, Economic Developers, Businesses, Utilities)**

- Work with local water and gas utilities, internet providers, and telecoms to distribute Census 2020 messaging in invoices
- Reach out to your community CCC and see what help they need - the map can be viewed on the [CENSUS.MT.GOV](https://census.mt.gov) website (Map Tab)
- Insert Census Messaging in your mailings
- Provide emails from your network to CEIC to send MT 2020 Census newsletter
- Link to the CENSUS.MT.GOV website from your website. Encourage your network to do the same
- Identify upcoming meetings for presentations
- Check the “resources” section of the CENSUS.MT.GOV site and print then distribute flyers to your network via social media, email, or print
- Work with CEIC team to write PSA script
- Record a PSA
- Distribute Census SWAG (especially Window Clings and Census Rack Cards for businesses)
- Repost Facebook posts

### **MT 2020 CEIC Staff To Dos to Each Target Audience (Business Associations, Economic Developers, Businesses, Utilities)**

- Provide outreach and event ideas
- Assist MT 2020 CCC Business/Econ Subcommittee in drafting op-ed letter
- Assist MT 2020 CCC Business/Econ Subcommittee in drafting scripts for PSAs
- Assist MT 2020 CCC Business/Econ Subcommittee in drafting inserts to go in customer mailings and invoices
- Assist MT 2020 CCC Business/Econ Subcommittee in drafting to go in employee mailings and pay advice
- Develop additional geographic specific examples of federal dollars received based on Census data
- Develop additional PowerPoints for presenting and post to website
- Distribute video clips for use particularly for messaging boards and computer screens. Note: Educational ads will start end of January on TV, Radio and Digital channels
- Develop sample messaging for Message Boards at key business locations – supermarkets, Chambers, etc., clinics and hospitals
- Develop specific flyer about the impact of Census funding on infrastructure including utilities
- Reach out to employee organizations and unions